



BuildNOLA

Small Business Training Program

Creating Pathways to Prosperity for the People of New Orleans

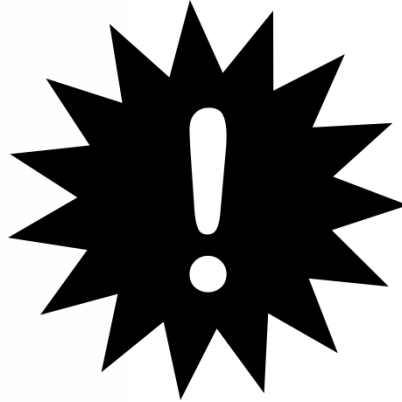
Project Specific Training Series I
Targeted Opportunity: Four Season New Orleans

September 15, 2015

“For New Orleans to reach her full potential, we can’t leave anyone behind.”

- Mayor Mitchell J. Landrieu
ECONOMIC DEVELOPMENT

Problem



New Orleans is experiencing unprecedented economic growth but all New Orleanians are not benefiting.



Solution



We must create pathways to prosperity for all New Orleanians, connecting disadvantaged job seekers and businesses to new opportunities.



The Network for Economic Opportunity



Visit www.thenetworkneworleans.org for more information.

Local Worker Policy

First Source

- First Sources requires that prime contractors and their subcontractors utilize the City of New Orleans as its first source for recruitment, referral, and placement of all new hires for employment opportunities created by the applicable contract.

Hire NOLA

- Proposed local hiring policy that links employment opportunities created by City contracts and economic development to our qualified local workforce
- Two key strategies:
 - Sets local participation goals
 - Establishes a first source requirement.

Implementation Partners -

Technical Skills Training & Apprenticeship

Delgado Community College

Pre-apprenticeship training through Delgado will be available to qualified jobseekers that have completed the work readiness training through our Opportunity Center network. Industry recognized certifications are also available.

Building Trades

Pre-apprenticeship training through Building Trades will be available to qualified jobseekers that have completed the work readiness training through our Opportunity Center network. Completers of registered apprenticeships that seek to become specialized craftsman will be eligible to enter the Building Trades via an expedited process.

The Building Trades will also serve as the primary selection pool of apprentice candidates responsive to contractors' specified need in the completion of a project.

STRIVE NOLA PROGRAM

Mission: To connect disadvantaged jobseekers to employment opportunities, providing case management, foundational skills training and supportive services.



STRIVE Program Five Components

- CORE Attitudinal and Job Readiness Training
- Skills Training
- Workforce Case Management
- Job Placement
- Job Retention and Ongoing Follow-up

City of New Orleans DBE Goal

35%

- **"The City of New Orleans establishes an overall goal of 35 percent for utilization of socially and economically disadvantaged businesses for all public spending or private projects that utilize public funding and/or incentives.**

-Excerpt: Division 2 of Article IV, Chapter 70 of Codes of The City of New Orleans



What is BuildNOLA?

BuildNOLA

- A comprehensive training and capacity building program for local small and disadvantaged businesses.

Purpose

- The program serves to expand the City's pool of competitive and qualified bidders, and maximize contracting opportunities for Disadvantaged Business Enterprises (DBE).

Goal

- The goal of the program is to prepare local small businesses for sustainable growth measured by increased business revenues, new contracting opportunities and job creation.

Program Features

Program features include:

- In-depth business assessment
- Project Specific Training
- One-on-One DBE Support Services

Responsibilities and Commitments

- To receive full benefit, participants are expected to be fully engaged in the program for one year.
- Technical Assistance partners will work one-on-one with program participants to guide them through the development of a personalized business growth plan.

Targeted Opportunities

Project Specific Approach

- Designed to ensure full opportunity for participation by DBE firms on targeted public and private sector projects.
- Training consist of a six (6) week curriculum that provides contractors and/or professional services firms with an overview of the project, bid process and the necessary tools to increase their organizational and competitive capacity. The training concludes with a mock bid and/or proposal evaluation exercises.

Attendees will learn how to:

- Perform a detailed estimate of the project;
- Prepare relevant forms for bidding work based on the estimate;
- Develop a site-specific safety plan appropriate to the scope of work their company would undertake; and
- Create a set of comprehensive contract documents.

2015 Targeted Projects and Agencies include:

- City of New Orleans
- Four Seasons New Orleans
- Canal Street Development Corporation
- New Orleans Aviation Board
- Sewerage & Water Board of New Orleans



Mock Exercises

Mock BID and Proposal Evaluation Exercise

- BuildNOLA participants will experience the pressures of preparing and submitting a completed bid in a timed event.
- Teams will be evaluated on completeness of documentation, bid amount, and meeting a timed deadline.
- The mock bid exercise will feature a real project, pre-bid conference, a bid opening process, and an award process.

BuildNOLA participants will learn:

- How to make a bid stand out from the competition.
- How to make the subcontractor bidding process more efficient and effective.
- What not to do during the bidding process.



Technical and Financial Assistance

One-on-One Technical Assistance includes but not limited to:

- Back Office Support
- Payroll
- Accounting
- Bookkeeping
- Scheduling
- Pay Applications
- Invoice and Change Order Preparation
- Loan package preparation
- Financing and Taxes
- 10-Hour OSHA Training
- Mock Bid Exercise



Technical and Financial Assistance Providers



**2924 St Bernard Ave.
New Orleans, LA 70119
(504) 208-1700
www.newcorpinc.com**



**2028 Oretha Castle Haley Blvd.
New Orleans, LA 70113
(504) 309-2090
www.goodworknetwork.org**

BuildNOLA Partners

Locations

- Delgado Community College
- Southern University of New Orleans (SUNO)



Technical Assistance and Training

- Quality Urban Equities
- NewCorp Inc.
- Goodwork Network
- The Urban League of Greater New Orleans



Partners

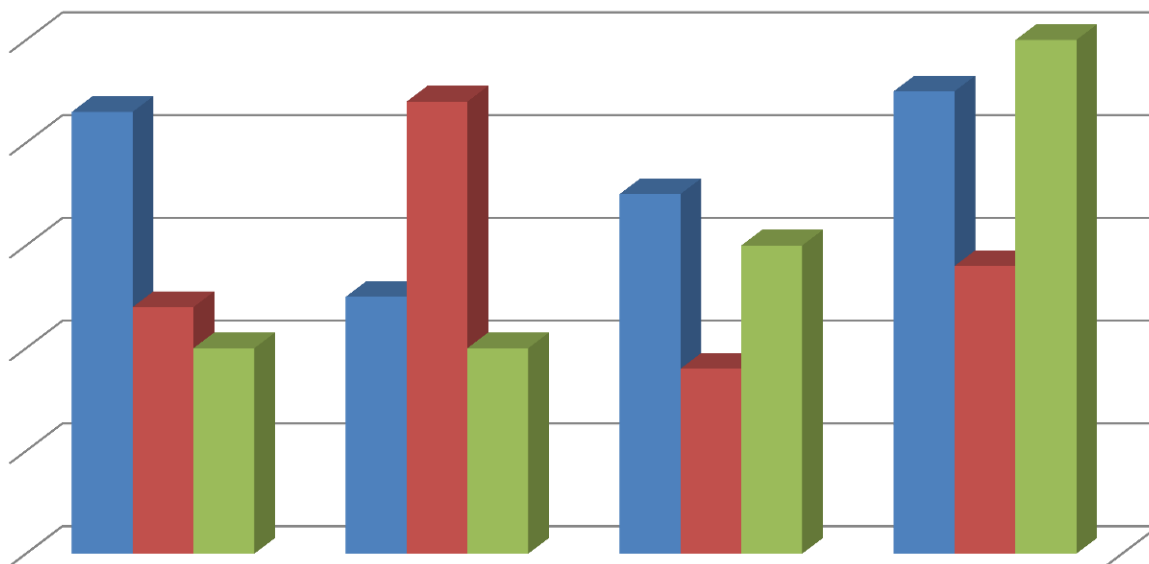
- U.S. Small Business Administration
- Association of General Contractors of Louisiana
- Grainger



Measurable Outcomes

Measurable Outcomes

- Increased business revenues,
- New contracting opportunities and
- Job creation



2015-2016

Forecast of Targeted Opportunities

September 15-October 20, 2015

- Four Seasons Hotel

November 3-December 8, 2015

- Essence Music Festival

January 5-February 9, 2016

- Piazza D'Italia

February 23-March 29, 2016

- Sewerage & Water Board of New Orleans

Schedule Subject to Change



World Trade Center Project Specific Training Part I



Project Information

Owner: New Orleans Building Corporation
Developer: Carpenter Woodward
Contractor: Woodward Design+Build

Budget: **\$220,000,000**
DBE Commitment: **\$75,000,000**

www.frontandcenterneworleans.com

Contact: Lauren Marshall
Diversity Coordinator/Community Relations
504.620.4344 office
1000 S. Jefferson Davis Parkway
New Orleans LA 70125
woodwarddesignbuild.com

Six Week Training Schedule

September 15, 2015	Project Overview and Capacity Assessment City of New Orleans and Carpenter Woodward
September 22, 2015	Insurance & Bonding Requirements Carpenter Woodward
September 29, 2015	Understanding and Negotiating your Contract Shields & Mott, LLP
October 6, 2015	Principles of Bidding & Estimating Carpenter Woodward
October 13, 2015	How to Develop a Safety Plan Carpenter Woodward
October 20, 2015	Project Management, Pay Applications, Change Order Management, Compliance Systems and Project Closeout Carpenter Woodward
October 24, 2015	Mock Bid Challenge Program Participants

BuildNOLA

DOING BUSINESS WITH THE CITY OF NEW ORLEANS



DBE Certification and Reciprocity

State and Local Disadvantaged Business Enterprise Certification (SLDBE)

- Race and gender neutral
- Historic social and economic disadvantage is the basis for qualifying for certification as a DBE.
- The business must be owned, managed and controlled by at least one historic socially and/or economically disadvantaged person who owns at least 51% of the business.

Reciprocity: Louisiana Unified Certification Program(LAUCP)

- Race and gender specific
- A firm certified as a DBE through the U.S. Department of Transportation's Louisiana Unified Certification Program may be granted provisional certification as a DBE by the City of New Orleans.



SLDBE Certification Program Partners

CEA with four (4) agencies

- City of New Orleans
- New Orleans Aviation Board
- Sewerage & Water Board
- Harrah's New Orleans



Other agencies who accept SLDBE towards DBE Goal

- All recognized Boards, Unattached Boards and Commissions of the City
- Orleans Parish School Board
- Recovery School District
- St. John Parish School Board



Benefits of SLDBE Certification

Access to Contract Opportunities

- Public and Private Sector

Networking and Partnership Opportunities

- Pre-bid conferences
- Walk-thru's
- Bid openings

Part of a Growth Strategy

- Certification gets you on lists and in databases of ready, willing and certified firms
- Extensions of your marketing effort



BuildNOLA

ACCESSING THE OPPORTUNITY



Registration

City of New Orleans

- Buy Speed is the City's online purchasing portal
- In order to do business with the City of New Orleans, you also need to register as a contractor, vendor or supplier through this system.
 - Go to: <http://www.purchasing.cityofno.com/bsa/>
- View Contracts, Requests for Bids, & Requests for Proposals offered by the City.



Opportunity Access via OSD

[Home](#) » [Economic Development](#) » [Supplier Diversity](#) » [DBE Opportunities](#)

Economic Development

Why Choose New Orleans?

Guide to Doing Business in New Orleans

Business Services

Workforce Development

Supplier Diversity

DBE Opportunities

Submit an Opportunity

Certification

Compliance

Complaints

Directory

Capacity Building and Outreach

Frequently Asked Questions

About Supplier Diversity

10K Small Businesses

News

DBE Opportunities

Certification has its privileges. Please see a comprehensive listing of all City of New Orleans and non-City projects available to DBEs.

City of New Orleans Opportunities

- [Bids, RFPs and RFQs](#)

Look Aheads

- [Capital Projects 90-day Look Ahead](#)

DBE Sub-Contracting Opportunities

Project	Prime	Solicitation Number
Lower Garden District Mixed Use	HSP Construction, LLC.	N/A
Permanent Canal Closures and Pumps Opportunity	PCCP Constructors	N/A

Go to: www.nola.gov/economic-development/supplier-diversity

BuildNOLA

THE ENVIRONMENT & CONSTRUCTION FORECAST



The Environment

- Prosperity NOLA
- “The Big Busy¹”
- Equity – Opportunities for DBEs
- Capacity

¹ EconSouth, Federal Reserve Bank of Atlanta, 3rd Quarter 2013



The Formula for Success

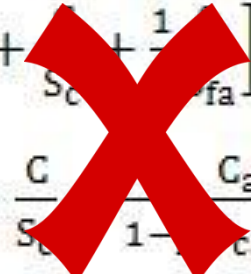
Access

+ Technical Assistance

+ Capital

+ Effort

= Growth

$$V = \left[W + \frac{C}{S_c} + \frac{1}{1 - \frac{C_a}{C_c}} \right] \times \frac{1}{1000}$$
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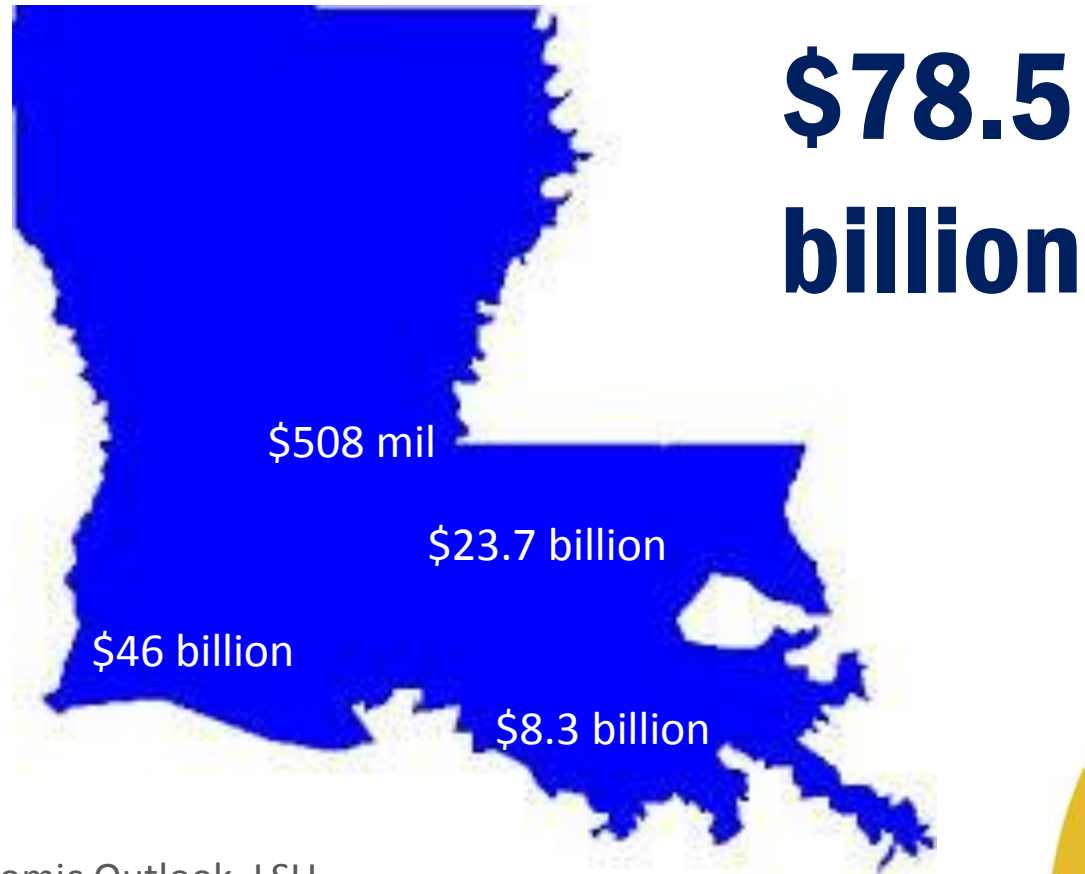


WIIFM

- Better Access to Jobs
- Better Access to Capital



SOUTHERN LOUISIANA CONSTRUCTION FORECAST



Source: Louisiana Economic Outlook, LSU

Capital Construction

- SELA drainage canals
- Water line replacements
- Sewer line replacements
- Street resurfacing



Increased pace of changes requires extensive planning to maintain cross-town transportation capabilities



Resiliency



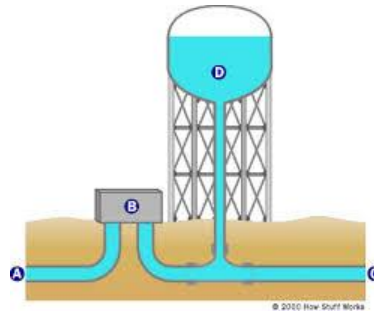
Power Plant Upgrades \$150 million

Water Hammer Mitigation \$49 million



Water Hammer

- \$50 million to construct water towers inside the plant
- Booster pumps in the distribution system



Katrina Related Water Restoration

- Over \$75 million in construction projects
- \$55 million inside Carrollton Water Plant



FEMA Project Status: Facilities

Phase	Projects	FEMA Obligated (mil)	Total Funding (mil)
Pre-Design	17	\$ 24,343,707	\$ 33,946,665
Design	10	48,863,347	81,267,969
Bid & Award	3	3,959,888	6,542,016
Construction	13	36,608,364	84,774,736
Complete	97	85,252,757	203,373,738
Total	140	\$ 199,028,063	\$ 409,905,124



FEMA Project Status: Infrastructure

Phase	Projects	FEMA Obligated
Planning	1	\$ 492,500
Design*	56	378,679,599
Bid & Award	1	9,414,478
Construction	6	13,018,857
Complete	26	60,856,322
Total	90	\$462,461,757

- Completion of Design Phase on hold pending FEMA determination of eligibility of repairs to drainage system.





- \$546 million
- 33.09% DBE participation (\$180 million)
- GMP in negotiation
- 2016 construction
- 2018 completion
- Melissa Gibbs

Gibbs Construction

504.733.4336

BUILDNOLA FEATURED PROJECT

PIAZZA D'ITALIA

- 56,000 sq ft at Poydras, Tchoupitoulas, Lafayette
- Residential, Retail, Entertainment, Convention space, Garage, Restaurants, Hotel,
- \$30million - \$92 million
- Canal St Development Corp. via City of New Orleans Purchasing Dept.
- Early 2016 Developer selection



QUESTIONS



BUILDNOLA FEATURED PROJECT FOUR SEASONS

